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Industry-Leading Companies Team With WebLine Communications For E-Commerce And Internet Customer Service Software

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Abstract:

(BUSINESS WIRE)--Oct. 6, 1999--WebLine Communications Corp., the leading provider of enterprise solutions for enabling interactive electronic commerce and Internet customer service, today announced at Fall Internet World '99 (Booth #271) that many industry- leading customers are benefiting from the WebLine Customer Interaction Suite(TM). New companies join many others in licensing WebLine's award-winning Web collaboration software and existing customers go live with real-time, personal assistance to support their Internet sales and customer service initiatives.

According to the recently released Jupiter/NFO Consumer Survey, customer satisfaction with online shopping has decreased significantly over the past year. In the spring of 1998, 63 percent of online shoppers rated their online commerce experiences highly; a year later, only 43 percent do so. The drop in satisfaction is partly explained by the broadening consumer base of the online world. As the online shopping population expands beyond early adopters, who may have been more tolerant of the Internet's evolving functionality, the bar for adequate site performance has been raised. Commerce sites need to put renewed energy into developing easy-to-use, customer- service focused sites that appeal to the new wave of less technology proficient online users.

Leading commerce sites that have implemented the WebLine solution to maintain the same exceptional customer service and retention strategies in the online world that are available in the offline world include:

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Leading commerce sites that have implemented the WebLine solution to maintain the same exceptional customer service and retention strategies in the online world that are available in the offline world include:

- Bose Corporation, a leading innovator in sound reproduction technology, can now offer customers the option of real-time assistance in co-navigating their Web site by suggesting that they conduct a "Meet Me" collaboration session by pointing their browser to a URL suggested by the customer service agent.
- Cisco Systems, Inc. (Nasdaq:CSCO), the worldwide leader in networking, has now deployed WebLine's advanced Web collaboration and call center media integration software in seven call centers within its Worldwide Technical Assistance Center (TAC).
- First Tennessee, a national, diversified financial services institution providing banking and other financial services to its customers through various regional and national lines of business, has licensed voice-and-visual Web collaboration software from WebLine to allow its financial advisors to assist customers with their financial options and provide assistance online.
- Lands' End (NYSE:LE), an online retailing pioneer since 1995, now offers customers two new collaborative shopping aids developed by WebLine, including Lands' End Live and Shop With a Friend.
- Precision Response Corporation (Nasdaq:PRRC), an innovative leader in providing interactive communication and customer service solutions for both large corporations and high-growth Internet- focused companies, uses WebLine's collaboration software to offer its clients InfiniteAccess, a service that integrates Internet-based customer and commerce activities with existing customer relationship management initiatives. Using click-to-talk, click-to-chat and automated e-mail response, InfiniteAccess puts an end to the traditional "self-service" model on the Internet.
- Protocol Communications, an Internet-enabled Integrated Marketing Services company, provides a full range of high value- added services enabling its clients to identify, reach, nurture and retain their customers. Using Web collaboration technology from WebLine, Protocol is helping provide customers with immediate, real- time assistance from knowledgeable customer service representatives via multimedia and visually enhanced interactions.

"Until now, most companies have used the Web as a powerful self- service tool that allows customers to gain access to volumes of information," said Bob Weinberger, vice president of marketing, WebLine Communications Corp. "But what happens when customers get stuck filling out a form or they can't find what they are looking for on the site? WebLine's customers are pioneering the integration of real-time personal assistance with their online presence to turn those browsers into buyers."

The WebLine Customer Interaction Suite is a complete family of products that enables companies to integrate their Internet commerce, service and telephony infrastructures to combine the personal value of human interaction with the information value of the Web.

About WebLine Communications Corp.

Founded in 1996 and based in Burlington, Massachusetts, **WebLine Communications Corp.** is the leading provider of enterprise solutions for enabling interactive e-commerce and Internet customer service. The company's products allow businesses to combine the personal value of human interaction with the information value of the Web, providing a powerful environment for driving increased sales, exceptional service and 100% customer satisfaction. Customers include leading technology, financial services and telecommunications companies such as AutoNation, Inc., (NYSE:AN), Bose Corporation, Cisco Systems (Nasdaq:CSCO), eToys, Inc. (Nasdaq:ETYS), Hewlett-Packard Company (NYSE:HWP), Lands' End (NYSE:LE), broadcast.com (Nasdaq:BCST), Trimark Investment Management Inc., and MCI WorldCom (Nasdaq:WCOM). For more information, contact **WebLine Communications** at 781.272.9979 or visit <http://www.webline.com>.

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